



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/023,886

12/21/2001

Hideo Shimazu

016891-0841

5598

7590 01/10/2008
FOLEY AND LARDEN
SUITE 500
3000 K STREET NW
WASHINGTON, DC 20007

EXAMINER

LASTRA, DANIEL

ART UNIT

PAPER NUMBER

3622

MAIL DATE

DELIVERY MODE

01/10/2008

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

10/023,886

Applicant(s)

SHIMAZU, HIDEO

Examiner

DANIEL LASTRA

Art Unit

3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 17 October 2007.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 2-27 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 2-27 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____

DETAILED ACTION

1. Claims 2-27 have been examined. Application 10/023,886 (Information providing server, client, information providing system processing method, recording medium recording a program, and advertisement providing method) has a filing date 12/21/2001 and foreign priority 12/25/2000.

Response to Amendment

2. In response to Final Rejection filed 07/17/2007, the Applicant filed an RCE on 10/17/2007, which amended claims 2-9, 11-13, 15-17, 19 and 21-27. Applicant's amendment overcame the Section 112 rejections.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 2, 4, 5 and 8-27 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hirono (US 6,882,348) in view of Herf (US 6,734,873).

As per claim 2, Hirono teaches:

An information providing server comprising:

image data storage means for storing image data generated based on image information in which a physical position is clearly described and in which a same area is

photographed from different locations, and storing positional information showing the position of said image data (see figure 5);

advertisement placing information storage means for storing advertisement placing information including at least a placing period and a placed location of an advertisement by adding an ID for each advertisement (see figure 5);

image synthesizing means for reading the image data from said image data storage means based on a viewpoint of a user, reading from said advertisement placing information storage means said advertisement placing information having said placing period including the current date data and said placed location included in said image data read based on said viewpoint of a user, and synthesizing said read image data with said advertisement placing information to generate synthesis image data (see figure 5);

advertisement contract storage means for storing contract information including an ID added to said advertisement placing information, the name of an advertisement placing person who desires to place an advertisement, and a contract money amount (see col 7, lines 45-50); and

advertisement contract means for *receiving an advertisement placing request from said advertisement placing person* (see col 7, lines 45-50) executing a contract process of said advertisement placing request upon reception of said advertisement placing request from said advertisement placing person and updating said advertisement placing information stored in said advertisement placing information

storage means based on said contract information stored in said advertisement contract storage means (see col 7, lines 45-50).

wherein the synthesis image data includes the advertisement placed at a particular location corresponding to the placed location in a image corresponding to the image (see Hirono col 7, lines 20-50). Hirono fails to teach that said image data is a three-dimensional image data. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would use the Herf's system to presents three-dimensional image to a user's browser in order that said user has a better browsing experience.

As per claim 4, Hirono teaches:

An information providing server comprising:

image data storage means for storing three-dimensional image data generated based on image information in which a physical position is clearly described and in which the same area is photographed from different locations, and storing positional information showing the position of said image data (see figure 5);

advertisement placing information storage means for storing advertisement placing information including at least a placing period and a placed location of an advertisement by adding an ID for each advertisement (see col 8, lines 1-15) *the advertisement placing information being provided by an advertisement placing person* (see col 7, lines 45-50);

image synthesizing means for reading the image data from said three-dimensional image data storage means based on viewpoint of a user, reading from said advertisement placing information storage means said advertisement placing information having said placing period including the current date data and said placed location included in said image data read based on said viewpoint of a user, and synthesizing said read image data with said advertisement placing information to generate synthesis image data (see figure 5);

and image browser means for generating, based on a desired viewpoint position, a rendered image rendered from said synthesis image data outputted from said image synthesizing means (see figure 5); wherein the synthesis image data includes the advertisement placed at a particular location corresponding to the placed location in a image corresponding to the image (see Hirono col 7, lines 20-50). Hirono fails to teach that said image data is a three-dimensional image data. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would use the Herf's system to presents three-dimensional image to a user's browser in order that said user has a better browsing experience.

As per claim 5, Hirono teaches:

An information providing server comprising:

image data storage means for storing image data generated based on image information in which a physical position is clearly described and in which the same area

is photographed from different locations, and storing positional information showing the position of said image data (see figure 5);

advertisement placing information storage means for storing advertisement placing information including at least a placing period and a placed location of an advertisement by adding an ID for each advertisement (see col 14, lines 45-60) *the advertising placing information being provided by an advertisement placing person* (see col 7, lines 45-50);

image synthesizing means for reading the image data from said image data storage means based on viewpoint of a user, reading from said advertisement placing information storage means said advertisement placing information having said placing period including the current date data and said placed location included in said image data read based on said viewpoint of a user, and synthesizing said read image data with said advertisement placing information to generate synthesis image data (see figure 5);

image browser means for generating, based on a desired viewpoint position, a rendered image rendered from said synthesis image data outputted from said image synthesizing means (see figure 5);

advertisement contract storage means for storing contract information including an ID added to said advertisement placing information, the name of an advertisement placing person who desires to place an advertisement, and a contract money amount (see col 7, lines 45-50); and advertisement contract means for *receiving an advertisement placing request from said advertisement placing person* (see col 7, lines

45-50), executing a contract process of said advertisement placing request upon reception of said advertisement placing request from said advertisement placing person and updating said advertisement placing information stored in said advertisement placing information storage means based on said contract information stored in said advertisement contract storage means (see col 7, lines 45-55); wherein the synthesis image data includes the advertisement placed at a particular location corresponding to the placed location in a image corresponding to the image (see Hirono col 7, lines 20-50). Hirono fails to teach that said image data is a three-dimensional image data. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would use the Herf's system to presents three-dimensional image to a user's browser in order that said user has a better browsing experience.

As per claim 8, Hirono teaches:

An information providing server comprising:

image data storage means for storing image data generated based on image information in which a physical position is clearly described and in which the same area is photographed from different locations, and storing positional information showing the position of said image data (see figure 5);

advertisement placing information storage means for storing advertisement placing information including at least a placing period and a placed location of an advertisement by adding an ID for each advertisement (see col 14, lines 35-60);

the advertisement placing information being provided by an advertisement placing person (See col 7, lines 45-50);

image synthesizing means for reading the image data from said three-dimensional image data storage means based on browsing location specification information, reading from said advertisement placing information storage means said advertisement placing information having said placing period including the current date data and said placed location included in said image data read based on said view point of a user, and synthesizing said read image data with said advertisement placing information to generate synthesis image data (see figure 5);

image browser means for generating, based on a desired viewpoint position, a rendered image rendered from said synthesis image data outputted from said image synthesizing means (see col 14, lines 45-60);

landmark position storage means for storing landmark information including language representation information about the name or contents corresponding to a landmark existing in said image data and positional information on the position of said landmark (see figure 12); and

search engine means for searching for page data including the contents related to a keyword from a set of page data when said keyword is given as input and generating link information to said page data (see col 14, lines 45-60),

wherein said image browser means refers to said positional information included in said landmark information of said landmark position storage means when related information presentation related to the position is commanded, specifies the

corresponding landmark information, outputs said language representation information of the landmark information to said search engine means, and allows said search engine means to generate link information of page data related to the landmark information (see figure 12). wherein the synthesis image data includes the advertisement placed at a particular location corresponding to the placed location in a image corresponding to the image (see Hirono col 7, lines 20-50). Hirono fails to teach that said image data is a three-dimensional image data. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would use the Herf's system to presents three-dimensional image to a user's browser in order that said user has a better browsing experience.

As per claim 9, Hirono teaches:

An information providing server comprising:

image data storage means for storing image data generated based on image information in which a physical position is clearly described and in which the same area is photographed from different locations, and storing positional information showing the position of said image data (see figure 12);

advertisement placing information storage means for storing advertisement placing information including at least a placing period and a placed location of an advertisement by adding an ID for each advertisement (see col 6, lines 1-25);

the advertisement placing information being provided by an advertisement placing person (see col 7, lines 45-50);

image synthesizing means for reading the image data from said image data storage means based on viewpoint of a user, reading from said advertisement placing information storage means said advertisement placing information having said placing period including the current date data and said placed location included in said image data read based on said viewpoint of a user, and synthesizing said read image data with said advertisement placing information to generate synthesis image data (see figure 12);

image browser means for generating, based on a desired viewpoint position, a rendered image rendered from said synthesis image data outputted from said image synthesizing means (see figure 12);

landmark position storage means for storing landmark information including a language representation about the name or contents corresponding to a landmark existing in said image data and positional information on the position of said landmark (see figure 12);

search engine means for searching for page data including the contents related to a keyword from a set of page data when said keyword is given as input and generating link information to said page data (see col 14, lines 45-60);

user stay landmark storage means for storing a landmark stay record including said landmark where a user stays and the stay time at the landmark (see figure 12);

all movement history storing means for recording a movement history including the viewpoint position of said user and the time (see figure 12);

stay time threshold value storage means for storing a stay time threshold value showing time to stay around a landmark necessary for judging that said user is interested in said landmark (see figure 12);

range inside and outside judgment distance storage means for storing range inside and outside judgment distance information showing definition of the peripheral position from the position of a landmark necessary for judging that said user is interested in said landmark (see figure 12);

stay time calculation means for extracting said landmark information from said landmark position storage means, using positional information of the landmark information and said range inside and outside judgment distance information stored in said range inside and outside judgment distance storage means to extract from said all movement history storing means said movement history when the viewpoint position of said user is within a surrounding area of said landmark defined by said range inside and outside judgment distance information from positional information included in said extracted landmark position, and using the extracted movement history to calculate the first time and the last time in which the viewpoint position of said user is within said surrounding area of said landmark (see figure 12);

and user stay landmark judgment means for comparing a stay time which is a difference between said last time and said first time calculated by said stay time calculation means with said stay time threshold value stored in said stay time threshold

value storage means, and when said stay time is above said stay time threshold value, using said language representation information of said landmark information to store said landmark name and said stay time into said user stay landmark storage means, wherein said image browser means refers to said positional information included in said landmark information of said landmark position storage means when related information presentation related to the position is commanded, specifies the corresponding landmark information, outputs said language representation information of the landmark information to said search engine means, and allows said search engine means to generate link information of page data related to the landmark information (see figure 12). wherein the synthesis image data includes the advertisement placed at a particular location corresponding to the placed location in a image corresponding to the image (see Hirono col 7, lines 20-50). Hirono fails to teach that said image data is a three-dimensional image data. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would use the Herf's system to presents three-dimensional image to a user's browser in order that said user has a better browsing experience.

As per claim 10, Hirono teaches:

all information search command history storing means for recording an information presentation command history including the landmark name in which said user commands related information presentation related to the position and the time (see figure 12; col 6, lines 15-30); and

user behavior record presentation means for outputting said landmark stay record of said user stay landmark storage means or said information presentation command history of said all information search command history storing means when a manager commands to present the summing result (see col 6, lines 15-30).

4. Claims 3, 6 and 7 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hirono (US 6,882,348) in view of Herf (US 6,734,873) and further in view of DeLorme (US 5,848,373).

As per claim 3, Hirono teaches:

image data conversion means for generating image data based on image information in which the same area is photographed from different locations and in which a physical position is clearly described (see fig 5). Hirono fails to teach that said image data is a three-dimensional image data and that *wherein the synthesis three dimensional image data is provided as part of a three-dimensional aerial sightseeing service that is provided to the user for free*. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50) and DeLorme teaches presenting a three-dimensional sightseeing system (see col 15, lines 45-50). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would use the Herf and the DeLorme system to presents three-dimensional image to a user's browser in order that said user has a better browsing experience.

As per claim 6, Hirono teaches:

image data conversion means for generating image data based on image information in which a physical position is clearly described in which the same area is photographed from different locations described (see figure 5). Hirono fails to teach that said image data is a three-dimensional image data and *wherein the synthesis three-dimensional image data is provided as part of a three-dimensional aerial sightseeing service that is provided to the user for free*. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50) and DeLorme teaches presenting a three-dimensional sightseeing system (see col 15, lines 45-50). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would use the Herf and the DeLorme system to presents three-dimensional image to a user's browser in order that said user has a better browsing experience.

As per claim 7, Hirono teaches:

user data storage means for recording the ID of a user and the viewpoint position of said user;

other users maximum display threshold value storage means for storing an other users maximum display threshold value for defining a threshold value to display the maximum number of viewpoint positions of other users when displaying the viewpoint positions of the other users (see col 9, lines 35-45 "marker");

user position display means for adding a user position mark showing the user to the viewpoint position of the user in said image stereoscopic representation provided to said user, fetching from data stored in said user data storage means the viewpoint

positions of said other users and said user IDs up to said threshold value defined by said other users maximum display threshold value in the order close to the viewpoint position of said user, and adding other users position marks showing said other users to said viewpoint positions (see col 9, lines 30-45; position marker); and

interaction connection means for regarding, as persons to interact with, the user IDs of said other users corresponding to given specified other users position marks when said user specifies said given other users position marks and starting an interacting function program to provide connection (see col 9, lines 30-45). Hirono fails to teach that said image data is a three-dimensional image data and *the user data storage means also storing ids of other users and viewpoint positions of the other users*. However, Herf teaches a system of displaying three-dimensional images in a browser (see col 7, lines 30-50) and DeLorme teaches a system that allow users sightsee in three dimensions (see col 15, lines 45-50) and also teaches a system that records all the locations of users in map (see figure 2; col 21, lines 55-67). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the application was made, to know that Hirono would use the Herf and DeLorme's system to presents three-dimensional image to a user's browser in order that said user has a better browsing experience.

Claims 11-27 contains the same limitation as claims 2-10 therefore, the same rejection is applied.

Response to Arguments

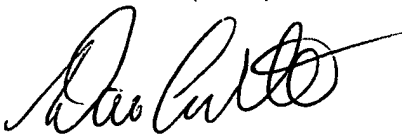
5. Applicant's arguments filed 10/17/2007 have been fully considered but they are not persuasive. The Applicant argues that Hirono merely discloses an advertisement correlation database that is created by an administrator but in the present invention, according to the Applicant, the advertisement placing person request the executing process of the advertisement contract directly, therefore, according to the Applicant, the embodiment makes it possible that the advertisement provider transfer to another person the purchased right to place an advertisement at a price higher than the initial price or can rent it to another person. The Examiner answers that the Applicant is arguing about limitations not stated in the claims. Applicant's claims simply recite "advertisement contract storage means for storing the name of the advertisement placing person who desires to place an advertisement and advertisement contract means for receiving an advertisement request from an advertisement placing person, executing a contract process of said advertisement placing request upon reception of said advertisement placing request from said advertisement placing person". Nowhere, in Applicant's claims is recited anything about the "right to place an advertisement at a price higher than the initial price or can rent it". Hirono teaches about contract between advertisement providers (*i.e.* "provider side of the map server") and companies (*i.e.* "advertisement placing person") that want to place advertisements on the map home (see col 7, lines 45-50). Therefore, contrary to Applicant's argument, Hirono teaches the "advertisement contract" and the "advertisement placing person" limitation, as disclosed in Applicant's claims.

Conclusion

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to DANIEL LASTRA whose telephone number is 571-272-6720 and fax 571-273-6720. The examiner can normally be reached on 9:30-6:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, ERIC W. STAMBER can be reached on 571-272-6724. The official Fax number is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

A handwritten signature in black ink, appearing to read 'Daniel Lastra', with a stylized flourish at the end.

Daniel Lastra
December 30, 2007